CASE STUDY

Cygnus Systems

OnPage Corporation, 460 Totten Pond Road, Waltham, MA 02451
781-916-0040
www.OnPage.com

CASE STUDY:

Cygnus Systems Reduces MSP Monthly Costs by 75% and Grows Revenue by 25% with OnPage's Incident Alert Management System

Cygnus Systems, Inc. is a leader in IT business support for Southeastern Michigan. The company specializes in providing its clients with support services to maintain their IT solutions, phone systems and cloud services.

Business Situation Prior to OnPage Implementation

Cygnus' IT management division monitors over 1,000 endpoints with the help of the ConnectWise business management platform. When critical incidents took place, the ConnectWise Manage system would trigger an email message to the answering service and the answering service would then call one of Cygnus' engineers on their phone or send them a message via pagers.

Unfortunately, alerts sometimes didn't get triggered, either because:

- The email would be waiting in a queue of messages and the inbox would often accumulate so many messages that the inbox would stop accepting them, or
- Answering service staff failed to make the call to the engineers, or
- Calls or pages weren't picked up by the engineers.

There were also occasions where the answering service correctly sent out the message but if the engineer on call did not acknowledge the pager message, the answering service would wait at least 15 minutes before paging the engineer again. This often caused a delay of 30 minutes from the time the alert was triggered until there was a response. Each time this occurred, 30 minutes of billable time was lost. In some cases, the delay was significantly longer.

Craig Isaacs, VP of Operations at Cygnus Systems, experienced negative impact on his business when alerts were missed or delayed. For his customers, a missed alert can lead to lost data, business interruption and

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even lost revenue. For Cygnus, incidents involving mishandled alerts can ultimately translate to high levels of customer churn.

"Failure was just unacceptable. After our engineers missed 3 critical alerts, we realized we had to find an alternative."
--- Craig Isaacs, VP of Operations, Cygnus Systems

OnPage Use Case at Cygnus

With the ConnectWise-OnPage integration, Cygnus preselects the combination of conditions that define a critical incident. Then, when a critical incident occurs, it automatically and instantly activates the OnPage incident alert management solution which in turn delivers an alert directly to the on-call engineer via the OnPage mobile app. There's no need to rely on answering services or antiquated pagers. Infinitely more reliable than email, text or calls, the alerts are persistent and hard to ignore. Craig puts it best when he says:

> "Have you heard them? They are really loud!"

If the on-call engineer does not acknowledge the OnPage alert within one minute, the system automatically escalates the alert to a manager. This ensures that Cygnus' client issues are immediately addressed even if there are failures at different communication points. All incident communication activity – alert sent, read, acknowledged, escalated, etc. – is tracked in real time and is included in the ticket, delivering audit trail information during the incident and for post-incident reporting. The ConnectWise integration process itself was simple and straightforward, with a very short learning curve for Craig's team.

Measurable Results, Significant Business Impact

By replacing their answering services with OnPage's automated system, Cygnus has achieved significant savings. According to Craig,

> "Utilizing the OnPage alerting system has reduced alert errors to zero, **cut our monthly costs by 75%** and allowed us to grow our managed services business significantly with little increase in direct labor."

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Now that calls go directly through engineers, bypassing the answering service, the team has **reduced the time to response from 30 minutes down to 1 minute**. This improvement not only leads to higher customer satisfaction, it has allowed the company to **gain billable hours without having to hire additional techs**, helping them **grow by 25% in one year**.

With these results, Cygnus has demonstrated that solving the "last mile" in incident resolution – never missing a critical alert – can translate to significant business results and can become a true competitive advantage**.**

About OnPage

OnPage's award-winning incident alert management system for MSP professionals provides the industry's only ALERT-UNTIL-READ notification capabilities. Built around the incident resolution lifecycle, OnPage helps MSPs and their clients get the most out of their digital investments, ensuring that sensors, monitoring systems, and people have a reliable way to escalate critical alerts to the right person immediately.

Learn how OnPage can help you reduce costs, streamline operations, keep your teams motivated and grow your business.

See the OnPage-ConnectWise integration in action by scheduling a demo at onpage.com/demo or contact us at marketing@onpagecorp.com or +1 (781) 916-0040

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